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COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS

U. S. Department of Agriculture
and State Agricultural Colleges
Cooperating.

States Relations Service, Office
of Extension Work, North and West
Washington, D. C.

This Looks Good

STIMULUS GIVEN TO FRUIT INDUSTRY.

The western and southern parts of Cumberland County, New Jersey, fifty years ago were great peach producing sections. Practically every farmer had a large orchard on his place and a great deal of money was made through the sale of peaches. The soil and general conditions of the county are especially well adapted for the growing of apples and peaches and this industry was only killed because of the very serious setback given by the San Jose scale. This invasion took place about 1895. Since that time, however, due to the great influence of a successful demonstration orchard first planted in 1907, peach interests have revived to such a degree that there has been an annual planting in Vineland Districts of close to 25,000 trees a year since 1911, and now there are in this district, according to a survey made in 1917, approximately 130,000 bearing peach trees.

On account of the knowledge of the methods of control of insects and fungus diseases the majority of these modern orchards have been highly successful. In regard to the difficulties as to the choice of profitable crops, it seems to be more evident year by year that the peach industry is again looked upon as affording an outlet in the use of land.

Results of orchard demonstrations in Cass County, Missouri, show that 4,375 trees were sprayed in the five orchards in the demonstrations. They produced 5,792 bushels of fruit valued at \$13,435. The total cost of spraying was \$3,075. The average age of the apple trees was 18 years and the average number of sprays applied was 2. It is estimated by the owners that these trees would have produced ordinarily without spraying \$1,190 worth of marketable fruit. This makes the cost of spraying and the value of ordinary crop amount to \$4,265, leaving a profit of \$9,170, or \$2.00 per tree due to spraying.

County Agent Section
4-2-20

Neal

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DEFINITE COMMUNITY GOALS BRING MAXIMUM RESULTS

Using definite goals in county and community programs of work is one of the most important single factors recently introduced to bring about a maximum of definite accomplishments in extension work. It has been the common practice in most counties heretofore to develop rather general programs of work. Too frequently such programs have been primarily a list of projects such as live stock improvement, clothing, or boys' and girls' clubs, without planning with the people themselves just what phase of these projects will be stressed and what the bureau will try to accomplish during the calendar year. County agents who have tried setting a conservative minimum for accomplishment in each project have found that setting a goal in extension work is as helpful in creating a desire to reach the goal set as it was in stimulating people to action in the various war drives. When the farm people decide definitely what they will strive to accomplish during the year with the help of the county agent and specialists and when they join the farm bureau with the understanding that they are thereby not only endorsing the program of work but pledging their help, the farm people become real partners in the work and just as much responsible for results as the extension workers themselves. Having a definite aim gives community project leaders not only a better understanding of what they are going to do but it also gives them the only sound basis upon which to solicit farm bureau memberships.

That definite goals are conducive to definite achievements is brought out quite forcibly by the following very interesting page from the 1919 annual report of County Agent H. B. Carroll, Jr. of Whatcom County, Washington. The program of work in the two communities given below was planned in the latter part of May 1919 and accomplished in six months:

Goal in 1919 Community Program and Work Accomplished.

Mountain View Community

Live stock: They planned to build seven silos. Ten were built. Held one silo filling demonstration. Two were held. Canvass to get ten herds to test for tuberculosis. Eighteen herds were signed up. Held one tuberculin postmortem. No reactors were found in the community so there were no postmortem demonstrations held. Planned to get four dairymen to keep milk records. Only three were obtained.

Horticulture: They planned to hold one pruning and spraying demonstration. Both were held as well as three extra spraying demonstrations.

Poultry: They planned to construct one poultry house and hold a demonstration. This was accomplished.

Home: They planned to hold a canning school. This was made a two day school instead of one. Planned for a dressmaking school. This has not yet been held because they were unable to get a demonstrator from the State College. Planned to distribute three household account books. All were distributed.

Farm Management: They planned to distribute four farm account books. Ten were placed and are being kept up to date.

Home Community Goals and Results.

Live stock: Five silos to be built. Three were completed. Organization of one pure-bred bull club. This was organized. Secure six herds for tuberculin test. Ten were secured. Organization of community cow-testing association. This is not yet completed. Build one covered shed for stock. Completed.

Poultry: Hold one poultry meeting. Held. Construct one poultry house. Two constructed.

Horticulture: Hold one spraying demonstration. Two held.

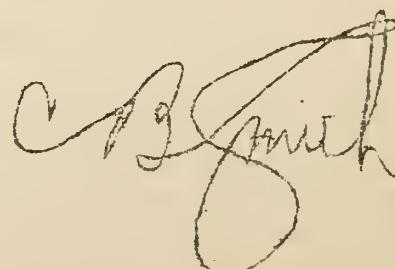
Farm Crops: Get six men to select seed. Four secured.

Home: One canning school. Held a two day school.

Soils: Get six men to drain farms. Three signed up.

Of the thousands of pages of reports reviewed and indexed at this office, this is one of the most interesting as well as encouraging since it shows the importance of systematic planning of work. The above report shows how these two communities carried on or received assistance in home demonstration and club work although there was no home demonstration or county club agent in the county. It is needless to say that as much work as this could not be carried on in several communities unless a large part of the work is done by community project leaders.

County and community goals will also be helpful to extension specialists since with definite programs in each county, they can spend less time in creating interest in new lines of work and more time in helping the farm people to accomplish results through organized effort.



April 16, 1930.

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IMPORTANCE OF DEVELOPING LOCAL LEADERS.

Time spent in developing local leaders and in securing their active cooperation constitutes one of the most important duties of the county agent. Training others to help carry the message of better farm and home practices, to assist in the supervision of demonstrations, and to do most of the follow-up work will tend toward a greater development of the county organization for extension work.

In well organized counties the time given gratis by project leaders of the farm bureau amounts to more hours than the time spent by a paid agent, even if each committeeman gives only a few days. It is possible for county agents to accomplish at least two or three times as much through the cooperation of organized committees of local leaders as could be done by working alone.

Most of the community project leaders who have been a disappointment to their neighbors who selected them have failed to succeed for three reasons; first, lack of sufficient interest in the work; second, lack of definite ideas in regard to how they can serve; and third, a lack of realization of the importance of the work, their own responsibility and opportunity.

There are in every community men and women who have the essential qualities for leadership, but through a failure to take sufficient interest in community affairs and consequently through lack of recent experience in such work, they are not now functioning well as leaders. These need first of all to learn to realize the importance of the work and to catch some of the enthusiasm of those who are experiencing the satisfaction that comes from service to the community. Just as exercise is necessary for physical and mental development, so it is essential for farm bureau community committeemen to get more experience as leaders before they can become effective project leaders.

The following is a suggestive list of some of the activities of community project leaders.

What Community Project Leader Can Do.

1. Be an optimist.
2. Help develop community program of work.
3. Announce and make local arrangements for meetings.
4. Preside at community meetings.

5. Arrange for such local demonstrations as apply to the community project concerned.
6. Assist in planning field demonstrations.
7. Visit demonstrators and record progress of each.
8. Provide necessary demonstration material.
9. Assist in arranging for excursions, picnics, and demonstration tours.
10. Aid county extension workers in securing definite data on results of demonstrations.
11. Serve as long-period demonstrators.
12. Report on project at community meetings.
13. Conduct surveys taken by farm bureau.
14. Collect and disseminate farm bureau news notes and timely information.
15. Pool orders and sales.
16. Report material for Farm Bureau News exchange columns.
17. Collect and disseminate information as to sources of good seed and of desirable breeding stock.
18. Assist in arranging community calendar of farm bureau work.
19. Secure material for fair exhibits.
20. Spread farm bureau principles.
21. Acquaint farm people with farm bureau program of work and secure members.
22. Keep timely information on hand for use of community.
23. Report to county project leaders and county agents.
24. Be the best booster in the community for the project and the "crank that makes it go".

In learning to do by doing, project leaders should not be allowed to become discouraged by having too much to do nor should they find it necessary to waste time because they do not know how to do their work. Agents and county project leaders should plan definitely with community committeemen not only what each committeeman is to do but how he can do it most easily and effectively.

4-30-20

